

# **Environmental Scan**

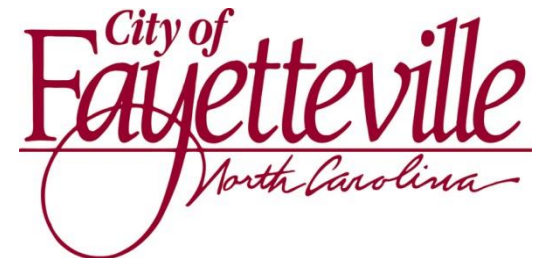
# **Fayetteville Community**

# **SNAPSHOT**

**City of Fayetteville City Council Strategic Planning Retreat**  
**February 2 and 3, 2018**

Resources for the City's Context Map and SWOT Analysis

1. Demographics
2. Economy
3. Education
4. Peer Cities

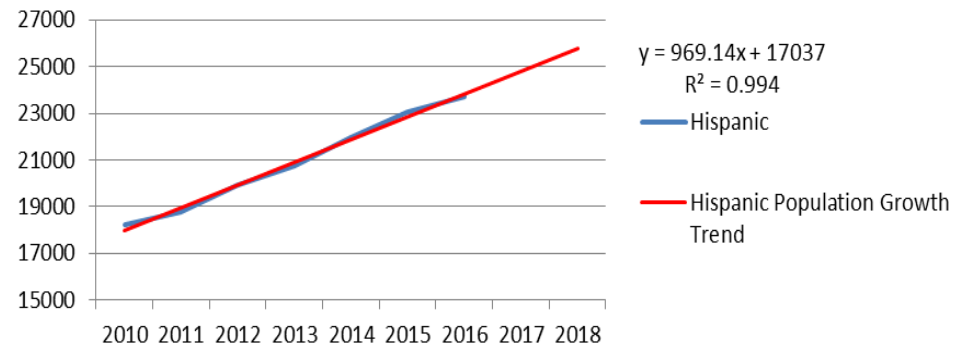


Office of Strategy and Performance Analytics

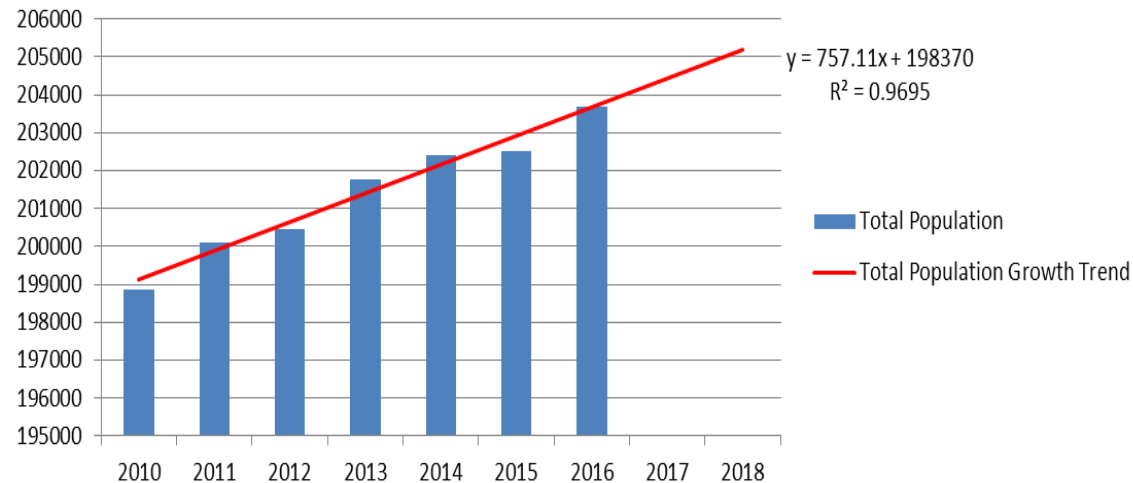
# Demographics

Source: 2012-2016 American Community Survey 5-year estimates unless otherwise noted

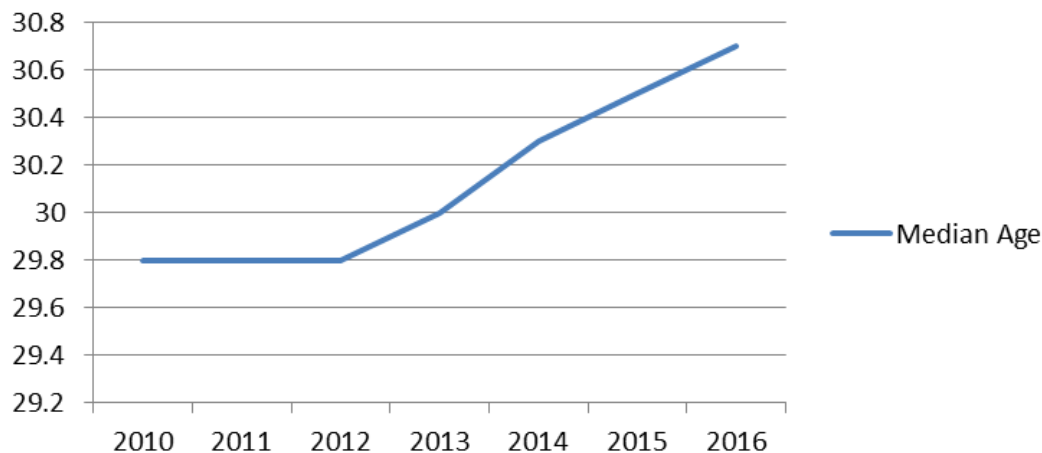
**Total Population Fayetteville  
Hispanic Population Growth**



**Total Population Fayetteville**

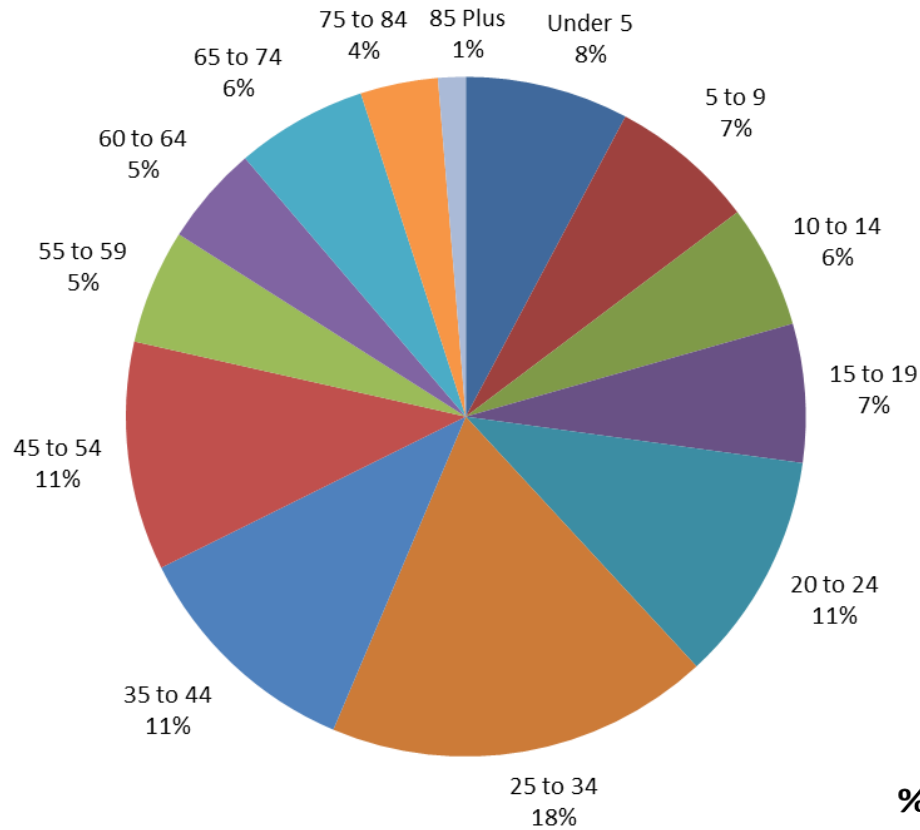


**Total Population Fayetteville  
Median Age**

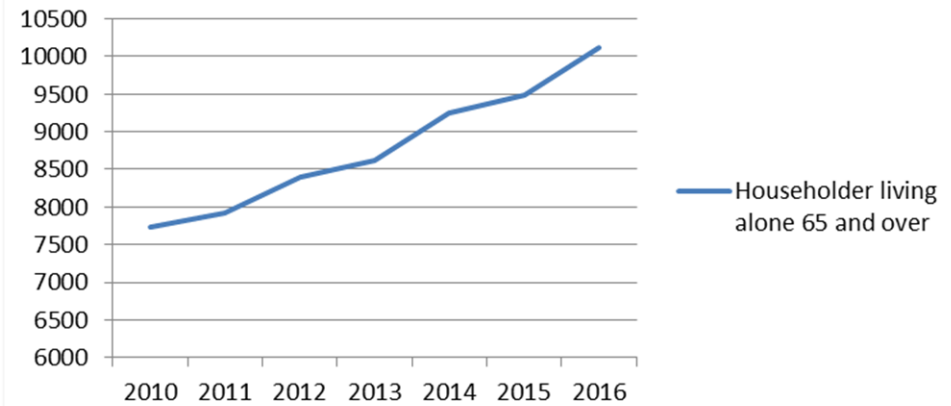


The City's population is projected to grow slowly with the increases in the Hispanic population offsetting declines elsewhere. The population is also trending decidedly older.

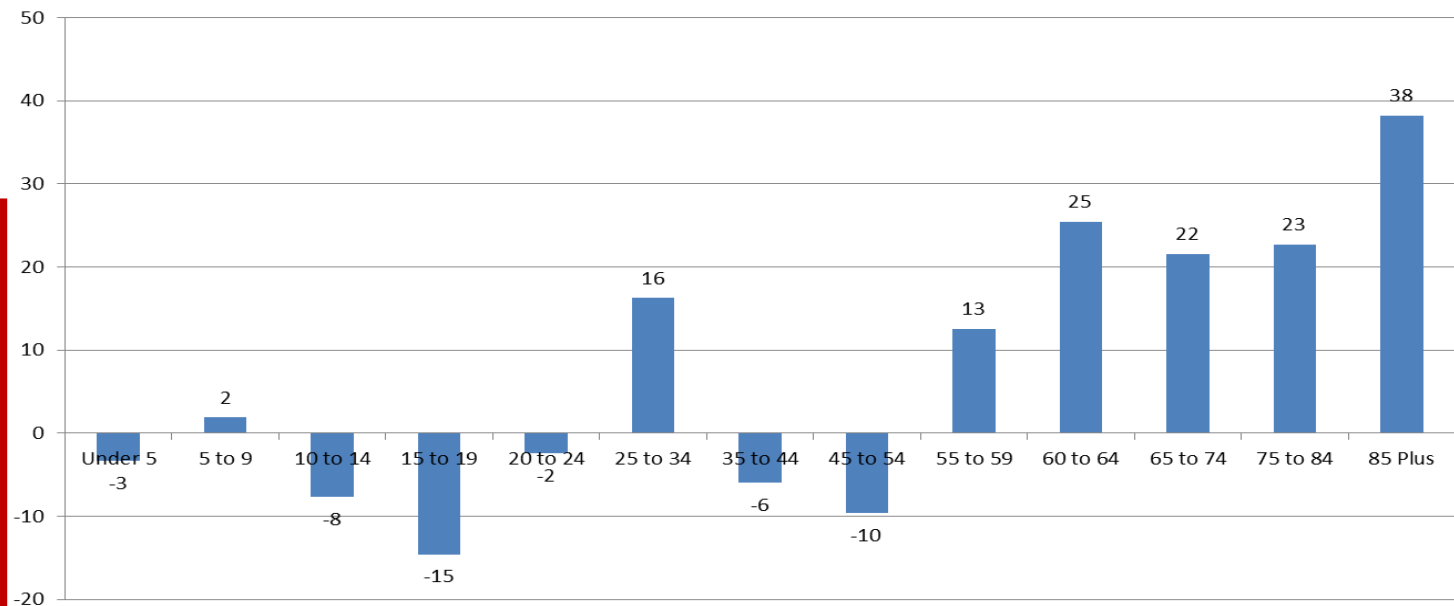
## Total Population Fayetteville By Age Group for 2016



## Cumberland County Householder living alone 65 and over

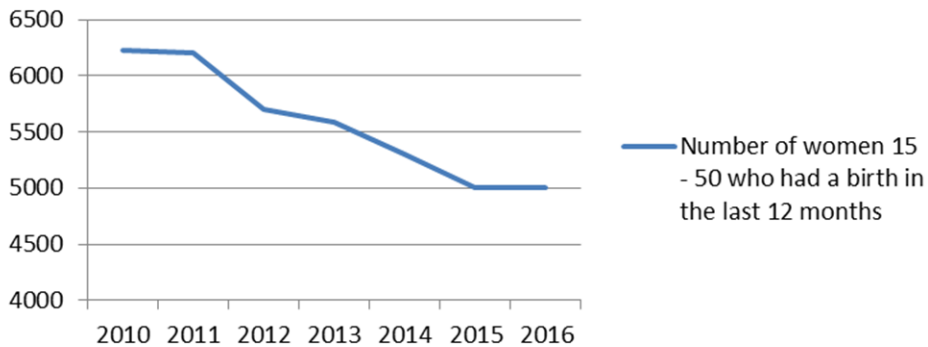


## Total Population Fayetteville % Change 2010 - 2016 by Age Group

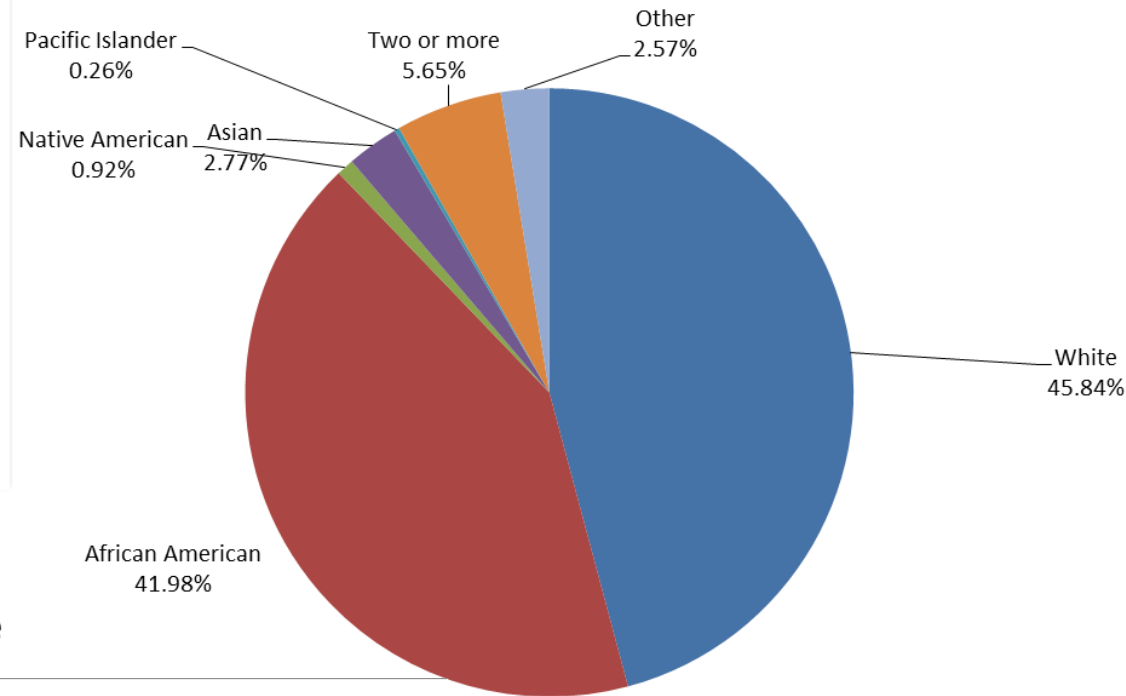


11% of  
Fayetteville's  
population lives  
on Ft. Bragg

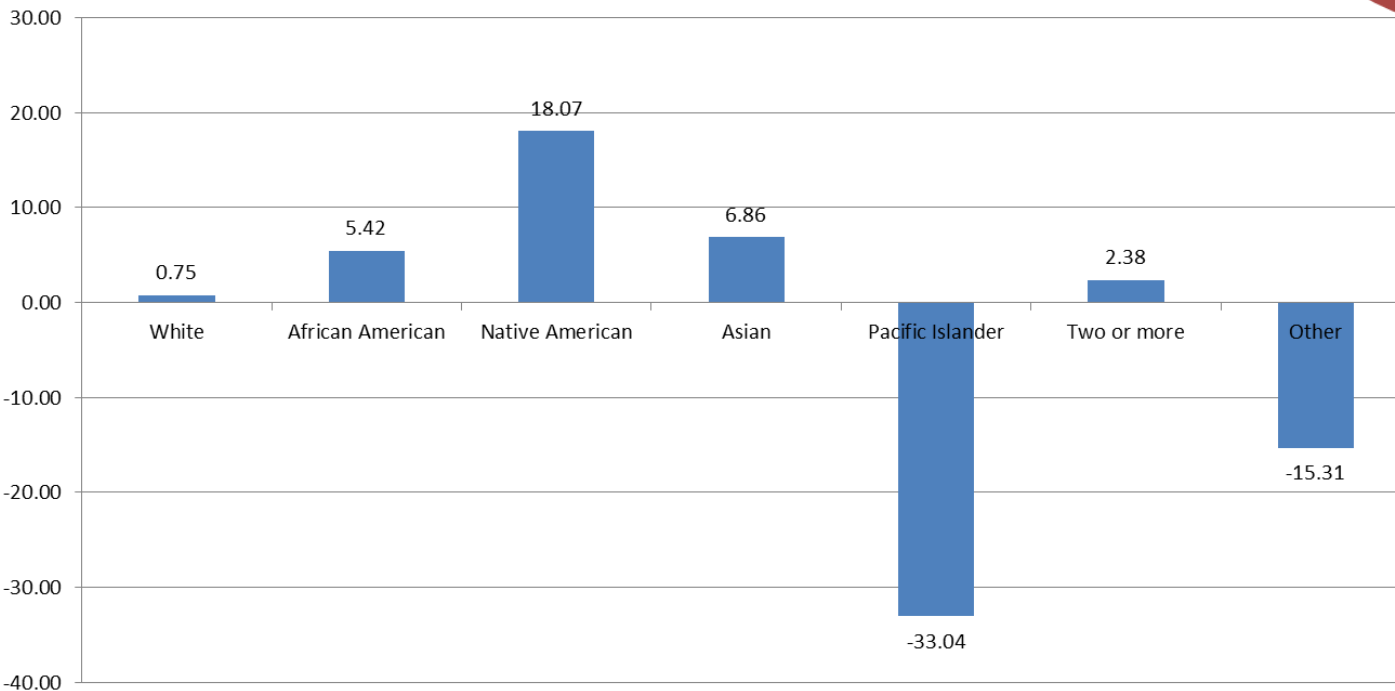
### Cumberland County Number of women 15 - 50 who had a birth in the last 12 months



### Total Population Fayetteville By Race for 2016



### Total Population Fayetteville % Change 2010 - 2016 by Race

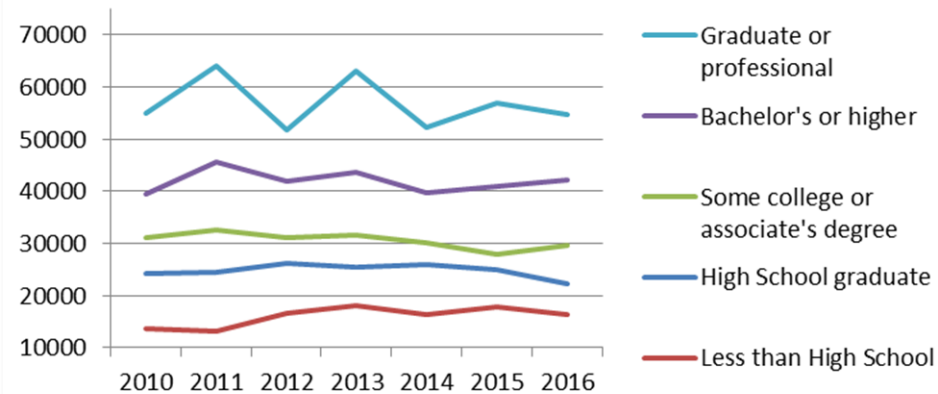


18% of Fayetteville's residents are veterans.

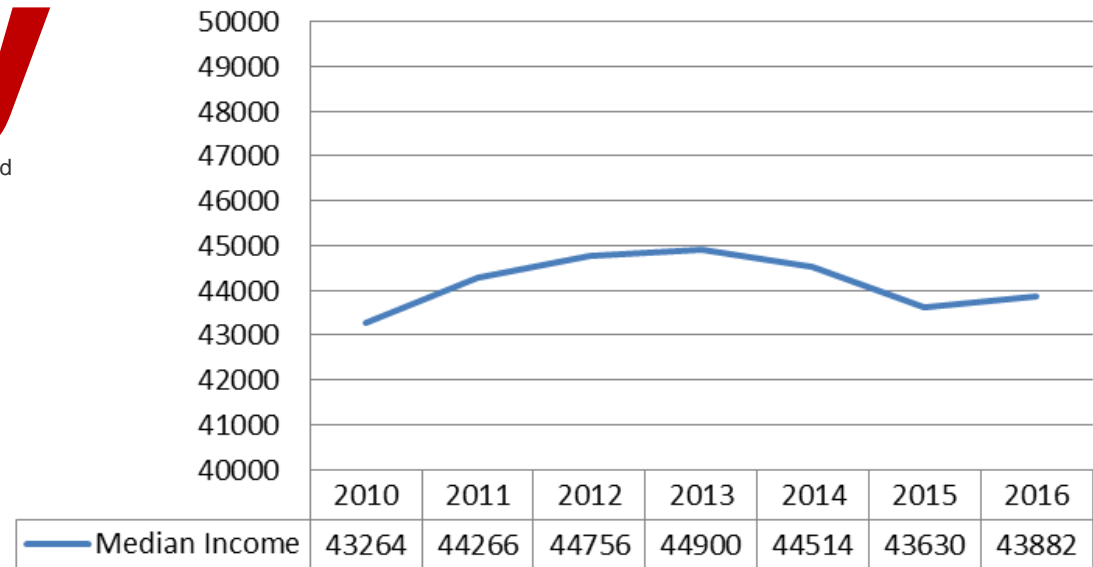
# Economy

Source: 2012-2016 American Community Survey 5-year estimates unless otherwise noted

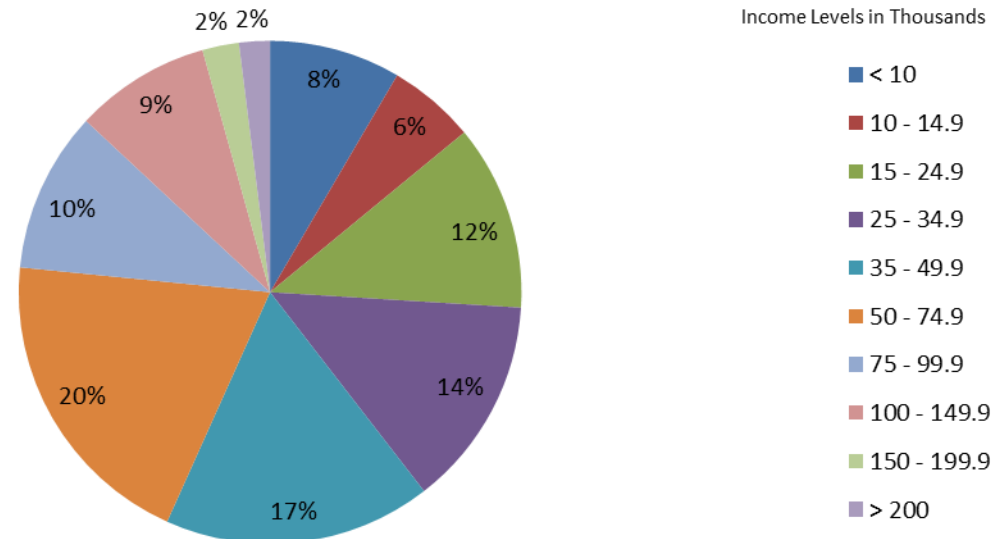
## Cumberland County Median Income by Level of Education



## Fayetteville Median Income



## Fayetteville Percent of Households by Household Income Level for 2016

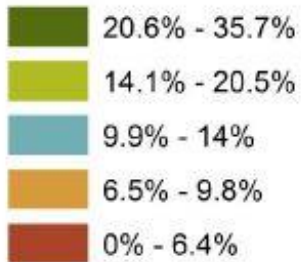


Cumulative percentages of households in any given income level have remained constant since 2010. Over a quarter of the households in Fayetteville live on less than \$24,900 per year.

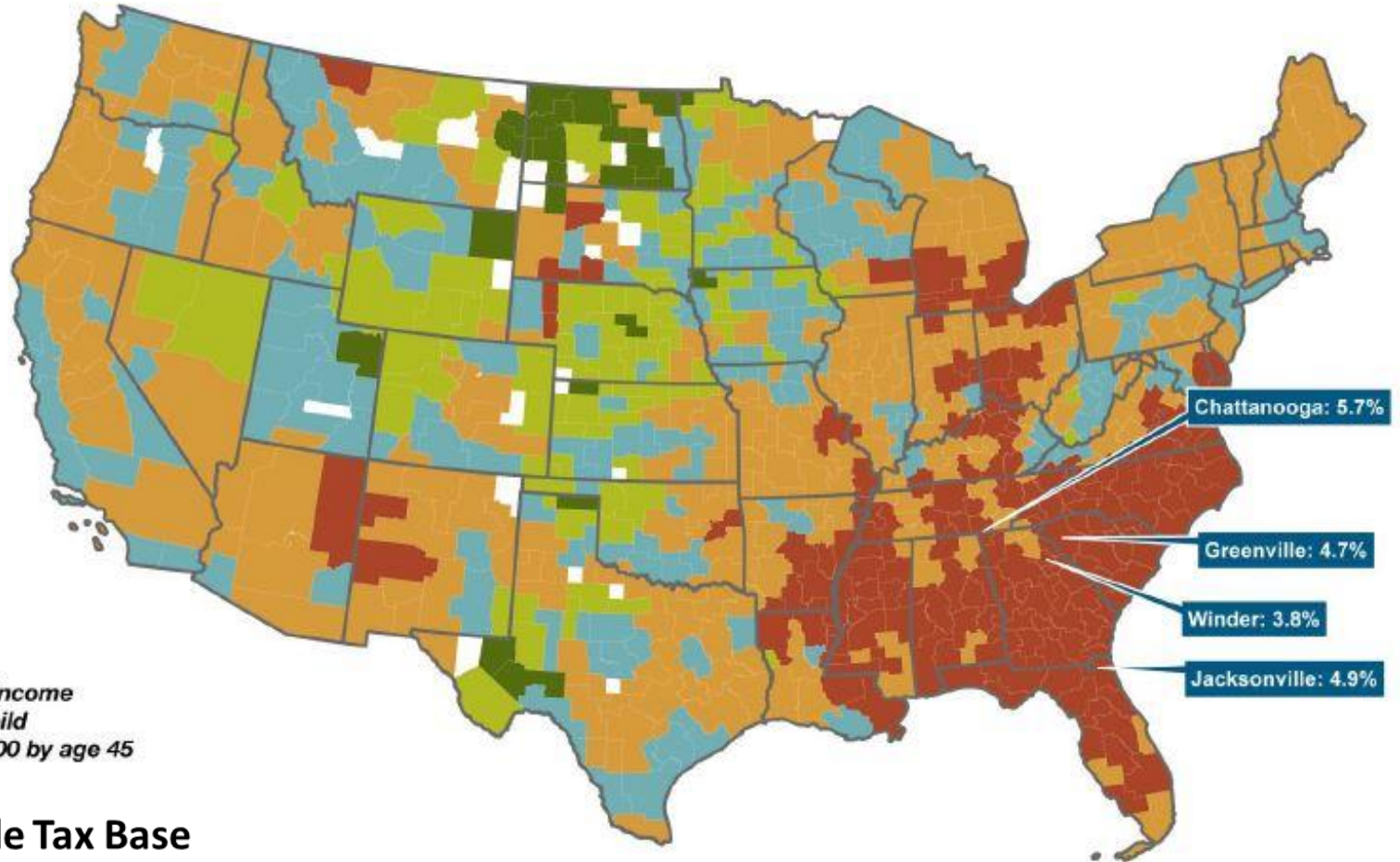
# The American Dream is broken

Source: Equality of Opportunity Project / Network for Southern Economic Mobility

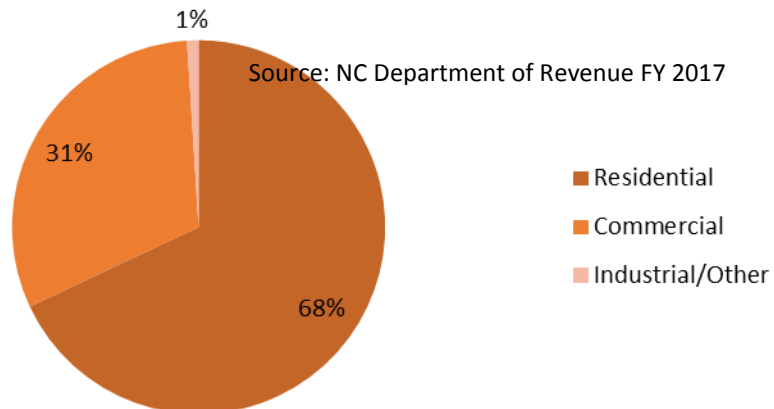
The chance  
a child raised in the  
bottom fifth rose  
to the top fifth



The top fifth is equal to family income  
of more than \$70,000 for the child  
by age 30, or more than \$100,000 by age 45



## Fayetteville Tax Base



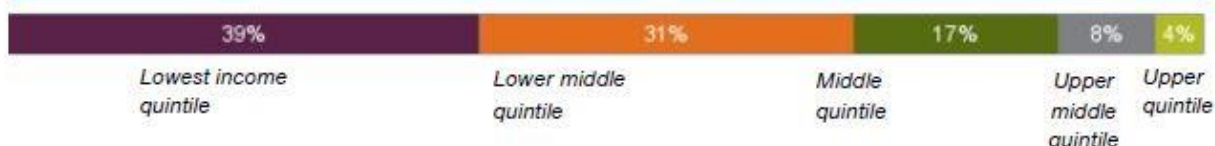
Fayetteville's top civilian employers are:

- US Department of Defense
- Cape Fear Valley Health System
- Cumberland County Schools
- Wal-Mart
- Goodyear Tire and Rubber

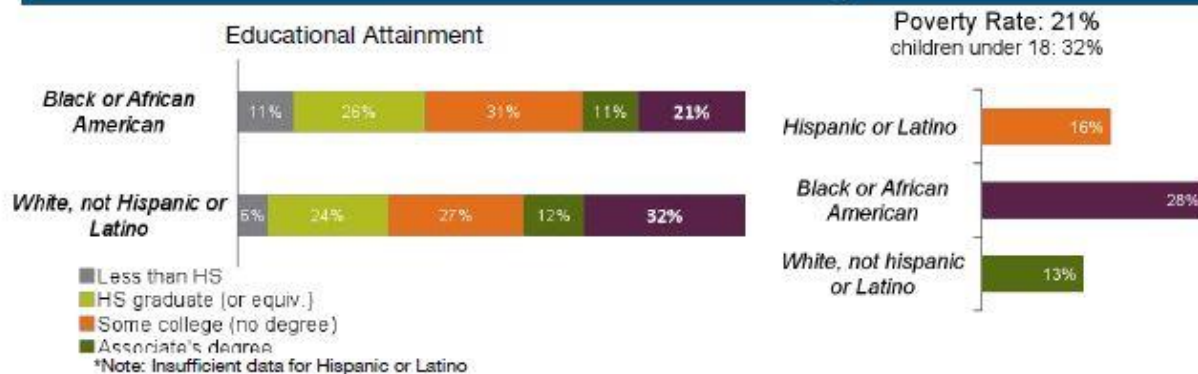


**MDC**Network for Southern  
Economic Mobility**2016 Data Snapshot  
Fayetteville, North Carolina**

**Economic Mobility:**  
Children who grew up with parents making \$16,000 (10<sup>th</sup> percentile) end up in the...

**Demographic and Economic Indicators**

City-level population	204,777	Employment	Local	State
White, not Hispanic or Latino	38.0%	Employment to population rate	47.5%	57.2%
Black or African American	42.3%	Unemployment rate	10.0%	6.2%
Hispanic or Latino	11.7%			
Population growth (2011-2016)	0.4%	Job growth (2011-2016)	(-1.3%)	9.6%
		Projected job growth (2016-2026)	5.2%	11.0%

**Educational Attainment and Poverty****Median Household Income**

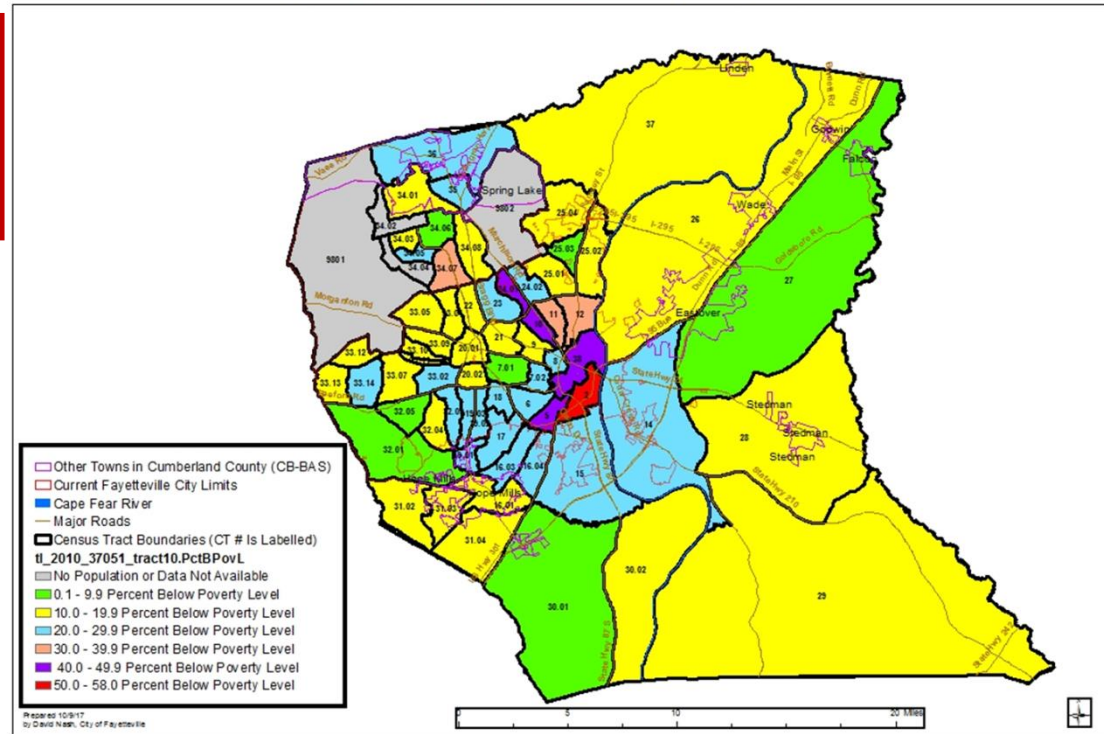
Total Population	\$42,918
White, not Hispanic or Latino	\$49,927
Black or African American	\$35,536
Hispanic or Latino	\$42,344

**Family-supporting Wages**

Family-supporting wage per hour (gross)	\$22.37
Share of jobs in occupations paying a family-supporting wage*	17.2%
Share of these jobs requiring a postsecondary degree or non-degree award	79.0%
Share of jobs in occupations paying a family-supporting wage, excluding military	23.3%
Median hourly earnings per job	\$15.94

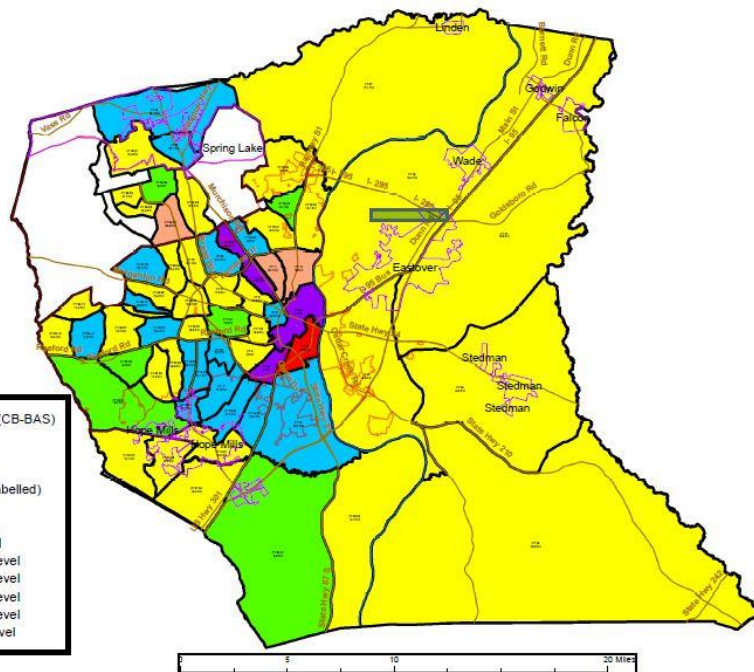
# Poverty in Cumberland County by Census Tract for 2011 - 2015

Poverty Levels in Cumberland County, NC-By Census Tract  
(Based on US Census Bureau. 2011-2015 American Community Survey 5-Year Estimates.  
Table S1701-Poverty Status in the Past 12 Months. Released on December 8, 2016)



Poverty Levels in Cumberland County, NC-By Census Tract  
(Based on US Census Bureau. 2012-2016 American Community Survey 5-Year Estimates.  
Table S1701-Poverty Status in the Past 12 Months. Released on December 7, 2017)

# Poverty in Cumberland County by Census Tract for 2012 - 2016

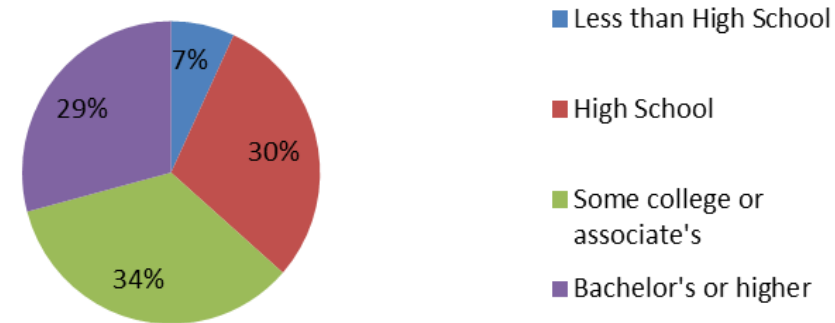




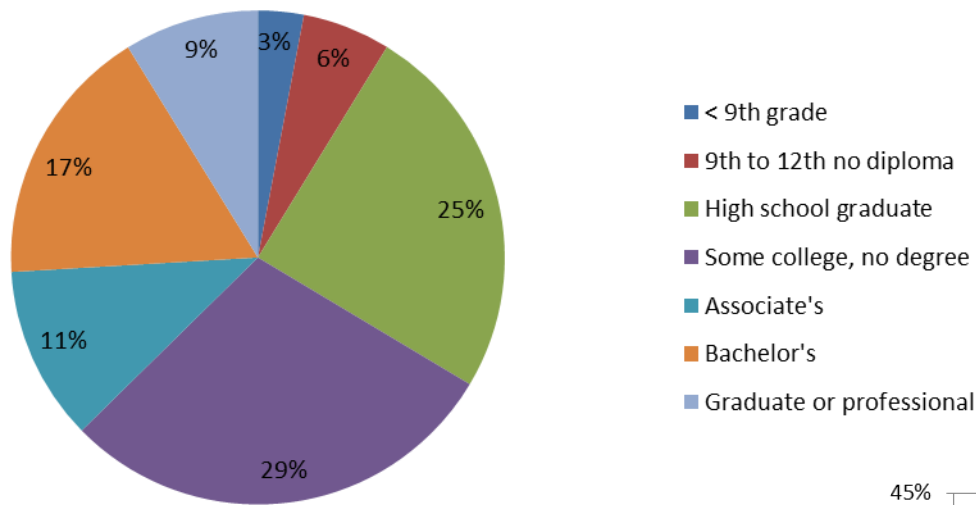
# Education

Source: 2012-2016 American Community Survey 5-year estimates unless otherwise noted

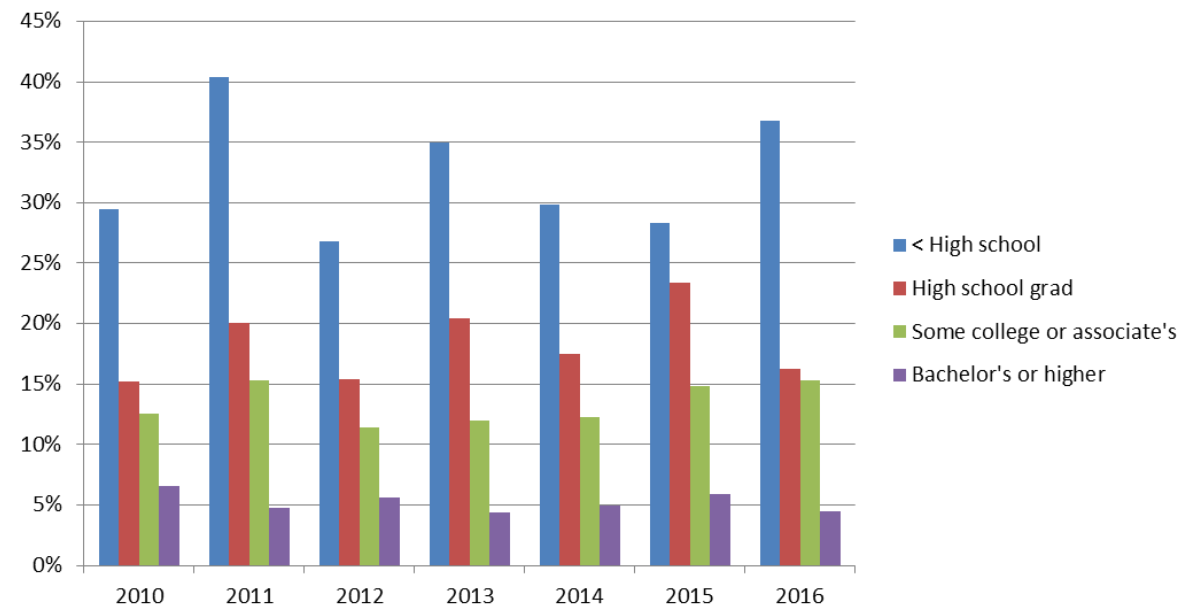
## Fayetteville Percent of Population Age 18 to 24 by Educational Level for 2016



## Fayetteville Percent of Population Age 25 and above by Educational Level for 2016



## Fayetteville Poverty Rate by Educational Level Age 25 and above

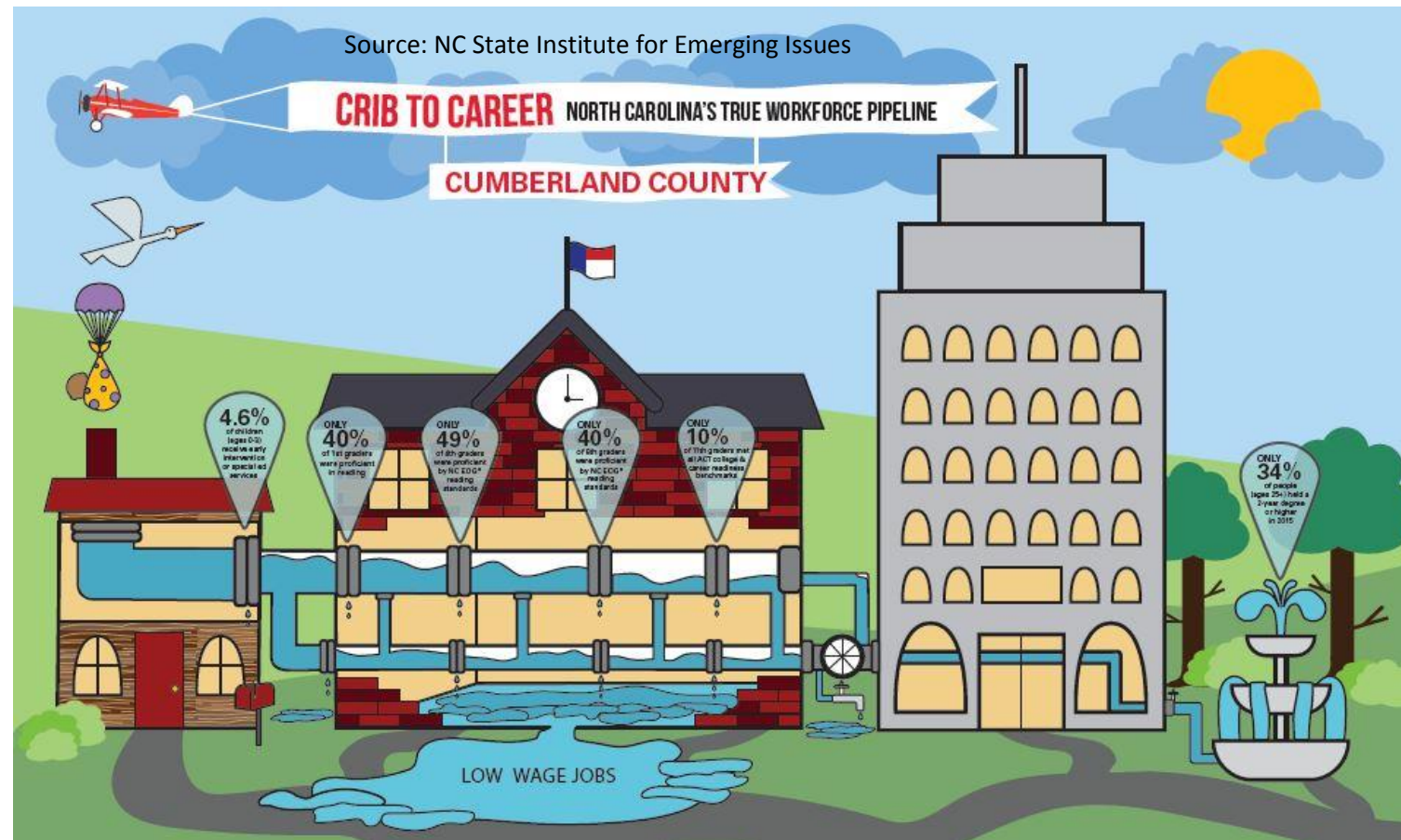
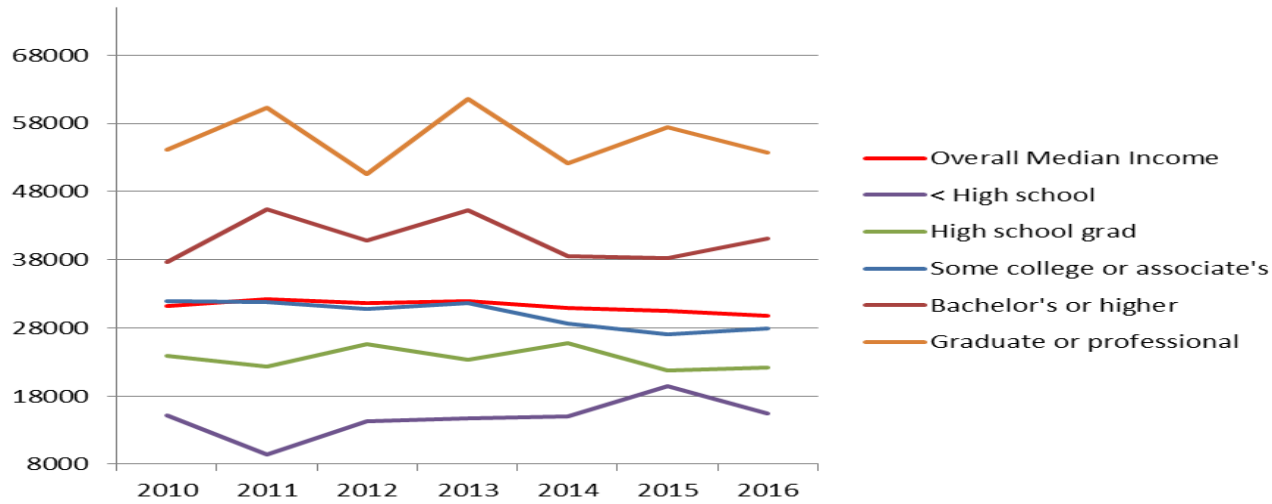


Median % reading proficiency 3<sup>rd</sup> grade: **55.4%**  
 90<sup>th</sup> percentile reading proficiency 3<sup>rd</sup> grade: **70.6%**  
 Median % reading proficiency 8<sup>th</sup> grade: **58.4%**  
 90<sup>th</sup> percentile reading proficiency 8<sup>th</sup> grade: **68.2%**

**This means half of Cumberland County's elementary schools produce a reading proficiency at the end of 3<sup>rd</sup> grade of 55.4% or LESS. Ninety percent of Cumberland County's elementary schools produce a reading proficiency at the end of 3<sup>rd</sup> grade of 70.6% or LESS. This logic applies for the 8<sup>th</sup> grade end of grade results as well.**

Source: North Carolina Department of Public Instruction

## Fayetteville Median Income by Level of Education for Age 25 and above



# Peer Cities

Source: 2012-2016 American Community Survey 5-year estimates unless otherwise noted

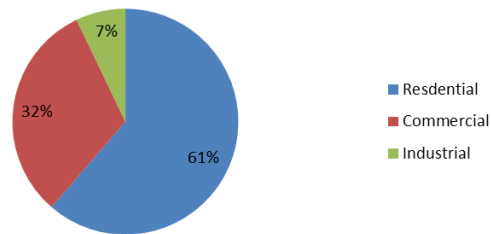
## Durham

Median Age: 33.3

Median Income: 52,115

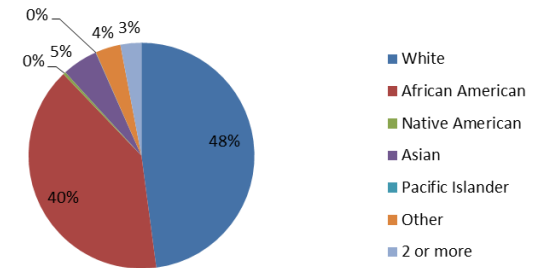
### Durham Tax Base FY 2017

Source: NC Department of Revenue



### Durham Racial Makeup

total population 251,761



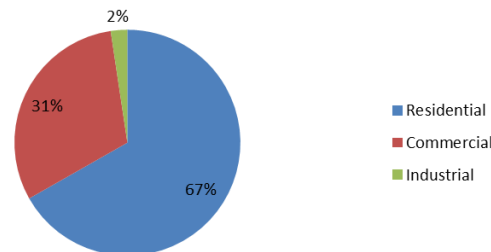
## Winston-Salem

Median Age: 35

Median Income: 40,898

### Winston-Salem Tax Base FY 2017

Source: NC Department of Revenue



### Winston-Salem Racial Makeup

total population 238,474

